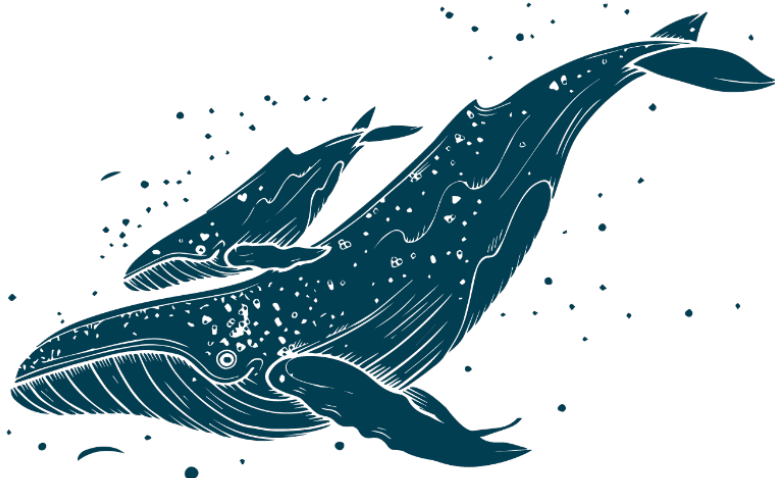


August 9, 2021

Dear Fort Bragg Property/Business Owner,

All property owners and businesses within the Central Business District zoning designation are receiving this mailing. The Central Business District, or “CBD,” represents the civic, cultural and commercial center of the City. Our downtown has experienced a number of setbacks in recent years – many related to the decline of logging/fishing industries, impacts of 2009 recession, proliferation of online sales, deferred maintenance of buildings, chronic vacancies or nuisance conditions, and most recently the COVID-19 pandemic.



City Council is implementing a number of economic development tools aimed to support the CBD. The purpose of focusing resources downtown is to help create a sense of place and pride for our community; a vibrant commercial center with lively pedestrian activity that will have a ripple effect throughout the City, strengthening our economy and neighborhoods.

Active and engaged community members and businesses are key to our success. Please consider volunteering on one of the many subcommittees, such as Business Outreach Team, Community Event Planning, Downtown Walking Tours, Bee City USA or the Downtown Clean-up Team. Participate in various Council Committee meetings held at Town Hall and via Zoom, such as Visit Fort Bragg Committee (3<sup>rd</sup> Tuesday, 3pm) or the Community Development Committee (4<sup>th</sup> Tuesday, 3pm). And of course, please tune in to our regularly scheduled City Council meetings (2<sup>nd</sup> and 4<sup>th</sup> Monday at 6pm).

Finally, we invite you to join us at Town Hall, 363 N Main Street on Saturday morning, September 11<sup>th</sup> to learn more about downtown revitalization efforts, sign-up for committees, meet staff, Council and your neighbors. Coffee and pastries will be provided. We look forward to seeing you and thank you in advance for taking time to complete the enclosed questionnaire and mailing it back. A complete list of enclosed materials includes:

- Message from Council
- Property Compliance Form
- CBD Programs and Resources
- Council CBD Toolkit
- Invitation to CBD Outreach Event – September 11<sup>th</sup> 8:00-10:00am at Town Hall
- Comment/Suggestion/Questionnaire with pre-paid, self-addressed return envelope

Sincerely,

Bernie Norvell  
Mayor

Jessica Morsell-Haye  
Vice Mayor

Teresa K. Albin-Smith  
Councilmember

Lindy Peters  
Councilmember

Marcia Rafanan  
Councilmember





ST

PINE STREET

LAUREL STREET

REDWOOD AVENUE

ALDER STREET

ALLEY

STREET

MAIN

STREET

MAIN

ST

FRANKLIN

FRANKLIN ST

STREET

McPHERSON

STREET

STREET

HARRISON

STREET

STREET

STREET

STREET

